

## IN THE CLAIMS

Claims 1-43 (Canceled)

44. (Currently Amended) A method comprising:

receiving content and at least two advertisements on a content receiver;

storing the content and advertisements in a cache coupled to said content receiver;

selecting a stored advertisement based on a content characteristic that is specified

by an advertisement provider;

displaying content retrieved from said cache in one mode of display; and

in response to detecting a change from the one mode of display to another mode of display, displaying one or more selected advertisements for as long as the other mode of display continues, said change from said one mode of display to said other mode of display in response to an action taken by a user of said content receiver.

45. (Previously Presented) The method of claim 44 wherein selecting an advertisement includes selecting based on a content suitability characteristic specified by the advertisement provider.

46. (Previously Presented) The method of claim 45 including comparing the content suitability characteristic specified by an advertisement provider to a rating assigned to a given content, said rating to quantify the suitability of at least one content aspect.

47. (Previously Presented) The method of claim 44 wherein selecting an advertisement includes selecting an advertisement based on a content type specified by the advertisement provider.

48. (Previously Presented) The method of claim 47 including accessing an indicia that identifies the content type.

49. (Previously Presented) The method of claim 48 including searching keywords that identify the content type.

50. (Previously Presented) The method of claim 44 including storing a variety of content types and allowing any one of the content types to be selected for play at any time.

51. (Previously Presented) The method of claim 44 including receiving interruption instructions at a program guide and forwarding the interruption instructions to an interface, said interface monitoring for criteria that determines when content is able to be interrupted.

Claims 52 and 53 (Canceled)

54. (Currently Amended) A medium for storing instructions that, if executed, enable a processor-based system to:

receive content and more than one advertisement on a content receiver;  
store the content and advertisements in a cache coupled to said content receiver;  
select a stored advertisement based on a content characteristic specified by an advertisement provider;  
display content retrieved from said cache in one mode of display; and  
in response to detecting a switch from the one mode of display to another mode of display, display one or more selected advertisements for as long as the other mode of display continues, said switch from said one mode of display to the other mode of display initiated by a user's use of the content.

55. (Previously Presented) The medium of claim 54 further comprising instructions, that if executed enable the system to select based on a content suitability characteristic specified by the advertisement provider.

56. (Previously Presented) The medium of claim 55 further comprising instructions, that if executed enable the system to compare the content suitability characteristic specified by an advertisement provider to a rating assigned to a given content, said rating to quantify the suitability of at least one content aspect.

Claim 57 (Canceled).

58. (Previously Presented) The medium of claim 54 further comprising instructions, that if executed enable the system to access an indicia that identifies the content type.

59. (Previously Presented) The medium of claim 58 further comprising instructions, that if executed enable the system to search for keywords that identify the content type.

60. (Previously Presented) The medium of claim 54 further comprising instructions, that if executed enable the system to store a variety of content types and allow any one of the content types to be selected for play at any time.

61. (Previously Presented) The medium of claim 54 further comprising instructions, that if executed enable the system to monitor for criteria that determines when content is able to be interrupted.

62. (Previously Presented) The medium of claim 61 further comprising instructions, that if executed enable the system to receive interruption instructions over a back channel.

63. (Previously Presented) The medium of claim 54 further comprising instructions, that if executed enable the system to distribute a particular content item to a variety of locations on said cache.

64. (Currently Amended) A system comprising:

a receiver to receive content and at least two advertisements;

a cache, coupled to said receiver, to store said content and advertisements; and

an interface, in said receiver, to select, based on a content characteristic that is specified by an advertisement provider, a stored advertisement, display content retrieved from said cache in one mode of display, and in response to detecting a ~~change in the mode of display from user-initiated stop of the one mode of display of content to another mode of display~~, display one or more selected advertisements for as long as the ~~other~~ one mode of display ~~continues is stopped~~.

65. (Previously Presented) The system of claim 64 wherein said system is a television receiver.

66. (Previously Presented) The system of claim 64 coupled to a back channel to receive instructions about when to insert the selected advertisement.

67. (Previously Presented) The system of claim 64 including a device that parses content from instructions for inserting a selected advertisement.

68. (Previously Presented) The system of claim 67 wherein said device also parses instructions for how to store the content and advertisements.

69. (Previously Presented) The system of claim 64 including a content guide software that receives interruption instructions for interrupting content and replacing content with a selected advertisement.

70. (Previously Presented) The system of claim 64 wherein said interface selects an advertisement based on a content suitability characteristic that is specified by an advertisement provider.

71. (Previously Presented) The system of claim 70 wherein said interface selects an advertisement based on a content type that is specified by the advertisement provider.

72. (Previously Presented) The method of claim 44 wherein detecting a change in one mode of display includes detecting a pause in the use of the content.

73. (Previously Presented) The method of claim 72 including resuming the use of the content.

74. (Previously Presented) The method of claim 44 wherein detecting a change from the one mode of display to another mode of display includes detecting a change from a mode of active play in a game to a mode in which the playing of the game is paused.